

## Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

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COM/OIM/DM/HWHEIKENEN

COM/USTS/BENGELHARDT

STATE/SUEKLINGEMAN

EB/OCA/CD/RDAY

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R 181930Z DEC 75

FM SECSTATE WASHDC

TO AMEMBASSY BERN

INFO AMCONSUL ZURICH

UNCLAS STATE 298139

E.O. 11652: N/A

TAGS: BEXP SZ

SUBJECT:FY 76 COUNTRY COMMERCIAL PROGRAM - FIRST QUARTER  
REVIEW

REF: BERN 4234 AND STATE 280182

WCAG DISCUSSION, IN NOVEMBER, CENTERED ON POST'S FIRST QUARTERLY REPORT FOR FY 76 CCP. IT WAS AGREED THERE WAS LITTLE TO COMMENT ON AT THIS TIME, AS ALL ACTIVITIES APPEARED TO BE ON TARGET. THE FOLLOWING POINTS WERE RAISED, HOWEVER, AND POST RESPONSE WOULD BE APPRECIATED, AS APPROPRIATE.

FOREIGN BUYER PROGRAM (FBP) EFFORTS APPEAR TO BE MAKING EARLY PROGRESS, AS WCAG NOTED THAT TWO FBP GROUPS ARE BEING ORGANIZED TO ATTEND TRADE SHOWS IN THE CHICAGO AREA DURING 1976.

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THE QUESTION WAS RAISED AS TO HOW THE POST PLANS TO CARRY

OUT CAMPAIGN 1.1, NOW THAT THE BAHNHOFSTRASSE ASSOCIATION HAS REJECTED THE CONSUMER GOODS OR ISP PROMOTION CONCEPT WILL THE INTERFEREX CATALOG SHOW SCHEDULED FOR SEPTEMBER 1976 BE SUFFICIENT TO GENERATE THE QUALITY OF TOP'S ENVISIONED WHEN THIS CAMPAIGN WAS FIRST AGREED TO? WE

ASSUME THE FAVORABLE DOLLAR/FRANC EXCHANGE RATE STILL BENEFITS U.S. SUPPLIERS OF CONSUMER GOODS AND WOULD APPRECIATE KNOWING IF THERE IS ANYTHING ADDITIONAL THAT COULD BE UNDERTAKEN TO CAPITALIZE ON THE MARKET SITUATION.

WCAG WOULD ALSO BE INTERESTED IN SPECIFIC LOCAL RESPONSE TO CAMPAIGN 1.7, ESPECIALLY IN VIEW OF U.S.T.S. BICENTENNIAL EFFORTS AND, IN GENERAL, THE LOCAL RESPONSE TO POST'S THEMATIC AND NEW PRODUCT EFFORTS. IN CONNECTION WITH THE LATTER, WCAG APPRECIATE LEARNING IF ADDITIONAL WASHINGTON SUPPORT IS NEEDED.

IN VIEW OF POSSIBILITY (ALREADY MENTIONED TO POST) THAT TECHNICAL SALES SEMINAR ON AVIONICS MIGHT INCLUDE SWITZERLAND, AS AN FY 77 PROMOTION, USDOC WOULD APPRECIATE ANY RECENT POST INFORMATION ON AIRPORT EXPANSION PROJECTS AND/OR RELATED MARKETING INPUT EMBODIED IN OBJECTIVES FOR CAMPAIGN 1.6. KISSINGER

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**Concepts:** n/a  
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